

This overview of the comprehensive eight-step Source Book highlights the information you could have at your fingertips - absolutely FREE - by becoming a participant in The Accommodation Program®.

#### Step 1

##### The Accommodation Program

Familiarizes you with The Accommodation Program and what it means to your business, your revenue, and your customers.

#### Step 2

##### How to Arrange Your Seating and Table Settings

Helps you develop appropriate non-smoking and smoking sections by monitoring the seating preferences of your customers. You'll also learn how to use ventilation flow and architectural structures to maximum advantage.



#### Step 3

##### Enhancing Customer Service

Includes suggestions for training your staff on how to put the program into practice and the role of the owner/manager in providing an accommodating environment.

#### Step 4

##### Handling Customer Complaints

Features step-by-step instructions for handling customer complaints and managing such situations, should they arise.



#### Step 5

##### Enhancing Your HVAC System

Explains how to enhance air quality for maximum comfort throughout your restaurant. Also includes an 800-number directly connecting you with HVAC engineers who can discuss strategies for enhancing your HVAC system.

#### Step 6

##### Know Your Local/State Laws

Suggests where to find information on specific smoking regulations in your area.



#### Step 7

##### Signage

Explains where and how to use The Accommodation Program signage in your restaurant to communicate the smoking policy to your customers.

#### Step 8

##### Public Relations

Helps you promote your enhanced customer accommodations through the media.



If you found this overview helpful and would like to receive the complete 47-page Restaurant Source Book - and much more - just fill in, detach, and mail the reply card in this booklet or

call 1-800-929-1414.

Courtesy of Philip March Incorporated



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**YES,** I'd like to participate in The Accommodation Program.

Please send me FREE signages and program materials.

Your Name (Please print clearly) \_\_\_\_\_

Your Title \_\_\_\_\_

Business Name \_\_\_\_\_

Business Address (or P.O. box, please) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

(Check All That Apply)

Restaurant: ☐ Fine Dining ☐ Midscale ☐ Quick Service

☐ Hotel ☐ Bowling Center ☐ Shopping Mall ☐ Stadium/Arena

☐ Bar/Tavern ☐ Airport ☐ Association ☐ Casino

☐ Other (Please Specify) \_\_\_\_\_

Chain Operator: ☐ Local ☐ Regional ☐ National

☐ Independent Operator

Number of Locations \_\_\_\_\_

☐ Yes, you may use the establishment name as a participant of The Accommodation Program in promotional materials and advertising (per our agreement below).

Signature \_\_\_\_\_



Eight Steps  
To  
Becoming An  
Accommodating  
Restaurant



An Overview of the 47-page Source Book  
for Enhancing Customer Service

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